

The Department of Planning & Zoning
City of Alexandria
May 8, 2003

# Arlandria **Acknowledgements**

#### **CITY COUNCIL**

Kerry J. Donley, Mayor

William C. Cleveland, Vice Mayor William D. Euille Redella S. Pepper David G. Speck Claire M. Eberwein Joyce Woodson

#### PLANNING COMMISSION

Eric R. Wagner, Chair

Richard Leibach, Vice Chair

Donna Fossum

John Komoroske

H. Stewart Dunn, Jr.

J. Lawrence Robinson

Ludwig Gaines

#### **STAFF**

Philip Sunderland, City Manager
Eileen Fogarty, Director, Planning and Zoning
Kimberley Fogle, Chief, Neighborhood Planning and Community Development
Kathleen Beeton, Urban Planner
Andy Kunz, Urban Designer

## **CONSULTANTS**

Robert Odermatt, FAIA, The Odermatt Group Randall Gross, Development Economics

### Arlandria

# **Community Participants**

Conrado Aquilar\* William Henrickson Jim Rorke Oswaldo Salinas\* Brian Barlia Fernando Irazabal\* Kevin Beekman Tina Richardson Jones Ana Salinas Douglas Been\* Susan Scanlon Betty King Judith Bliss\* Kathleen Kust Gene SirLouis\* Robert Lewis Johan Broekhuysen\* Sherman Silks Harold Brooks Jon Liss Brenda Smith Therese Burchett\* Marlin Lord **Jack Stevens** Maribel Castellon\* Doug Merino **Bundit Sukmee** Paula Coleto Andrea McGowan\* Ruby Tucker Pat Miller\* Thomas Cullen\* Evelin Urrutia Linc Cummings Sandra Moore Maria Wasowski Vic Daigle Bob Munson Stephen Weinstock Ralph Davis Rick Newton\* Tom Welsh Kevin Do Shade White\* Tien Niphad **Bob Doros** Henvar Palma\* **Kevin Willis** 

Edgar Gonzales Horace Patrick Juana Campos-Vega
Christopher Hamilton Wilma Probst\* Nirun Vongpukkean
Christopher Hart\* Kevin Reilly Nelson Zavaleta
Barbara Hayes\* Gayle Reuter

# **City Staff Participants**

A special thanks to the following City staff who helped to resolve neighborhood concerns

Chief Thomas Hawkins, Fire Department

Richard Baier, Director, T&ES

Marc Brambrut, Alexandria Economic Development Partnership

Deputy Chief Earl Cook, Police Department

Thomas Culpepper, Deputy Director Transportation, T&ES

Arthur Dahlberg, Director, Code Enforcement

Mildrilyn Stephens Davis, Director, Housing

Paul DeMaio, Traffic Calming Coordinator, T&ES

Robert Eiffert, Deputy Director, Housing

Robert Garbacz, Division Chief Transportation, T&ES

Sgt. Jose Garcia, Police Department

Lt. Donald Hayes, Police Department

Lt. Tammy Hooper, Police Department

Officer Michael Keegan, Police Department

Kirk Kincannon, Deputy Director, Recreation, Parks and Cultural Affairs

Doug McCobb, Deputy Director Operations, T&ES

John Noelle, City Arborist, Recreation, Parks and Cultural Affairs

Paula Riley, Director, Alexandria Economic Development Partnership

Officer Seckler, Police Department

Officer Small, Police Department

Aimee Vosper, Landscape Architect, Recreation, Parks and Cultural Affairs

Sandra Whitmore, Director, Recreation, Parks and Cultural Affairs

<sup>\*</sup>Official Work Group member

# **Table of Contents**

Executive Summary	5
The Process	
Neighborhood Planning for the Arlandria Neighborhood	11
Arlandria Neighborhood Study Area	12
The Planning Process	13
The Long-Term Vision	
Background and Issues	15
Urban vs. Suburban Retail	19
Neighborhood Analysis	22
Defining the Vision	26
The Illustrative Plan	31
Design and Planning Principles	37
Significant Architectural and Urban Characteristics	42
Summary of General Neighborhood Principles	45
Infill Development Principles	46
The Action Plan	
The Goal/The Process	49
The Concerns	50
Short & Mid-Term Actions	52
Long-Term Actions	66
Arlandria Retail Market Potential	
Existing Conditions and Business Survey	70
Consumer Intercept Survey	73
Market Potentials	75
Niche Marketing Strategy	82
Proactive Retail Strategy	
The Strategy	85
Building and Retail Guidelines	87
Zoning Tools	96
Flexible Parking Requirements	98
Marketing and Promotions	99
Implementation Measures	101